



When customers use the Internet there is less sense of human consequence if they disconnect and it is easy to simply click to a competitive site. Organizations using the Web increasingly as a tool for communicating with their customers need to find ways to decrease the abandonment rates of their sites and increase the rate of repeat visits.

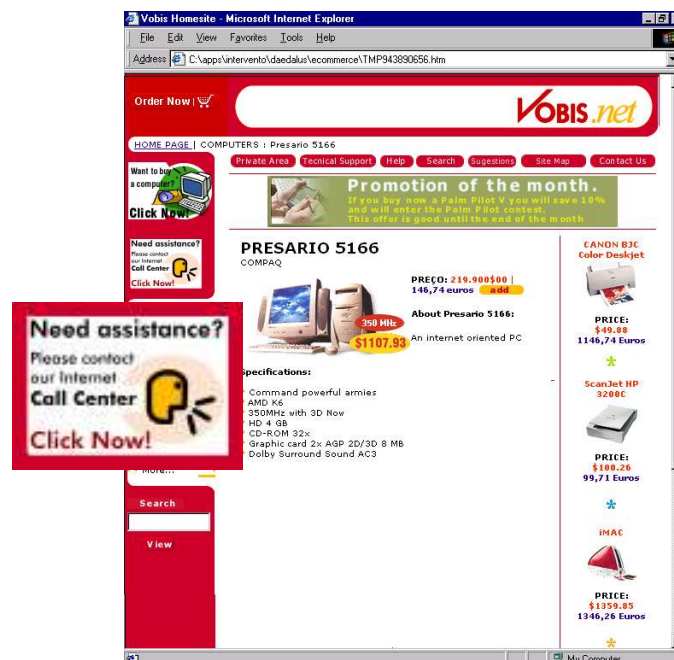


*How can organizations leverage their existing customer service infrastructure to provide enhanced customer service on their web sites to salvage this incremental business?*

## Altitude Collaborator

Altitude Collaborator provides a bridge between virtual self-service and the real world by offering human collaborative assistance on the web. With Altitude Collaborator you can integrate your contact center with the Internet, providing customers the convenience of the Internet as a self-service channel while delivering more personalized assistance when customers require it. Altitude Collaborator can improve the profitability and reduce the abandonment rates of your web site.

Customers request collaborative assistance while browsing the Internet simply by clicking on a button on the web site. Providing this type of 'help on-demand' service reduces web site abandonment by closing the sales or service loop to maximize a sales opportunity and maintain the highest possible customer service levels.



## Unified Customer Interaction

Altitude Collaborator is part of the Altitude uCI 2000 product suite, a software solution for unification, personalization and integration of self-service and assisted interactions. Altitude Collaborator is one of a series of Touchpoint Managers from Altitude, and it allows you to integrate and manage web collaboration with all the other customer interaction channels used by your organization. Altitude Collaborator is based on a thin client interface and is underpinned by a secure, web-centric platform that supports high volumes of interactions and scales to the peaks and troughs of self-service Internet traffic. This uCI architecture leverages customer and business information from a central uCI repository to optimize the interaction process. It is also designed for straightforward integration with e-commerce, billing and other enterprise applications to enable a true 360° view of the customer.

### A Powerful Assistance Tool

Altitude Collaborator can act as a valuable educational vehicle for your customers by offering human assistance in what is predominantly a self-service channel. In the mid- to long-term, this familiarization can in fact reduce the use of customer representatives' time because, once they are used to navigating the pages, customers are likely to require less extensive assistance. Over time more customers will be comfortable interacting via self-service channels, freeing up customer representatives time and reducing customer service costs.

During a collaboration session, the customer's browser is synchronized with that of the service representative. The representative is able to control the customer's browser and consequently can escort the customer around the site, accompany the customer in filling out a form, or push and pull pages to the customer.



### Co-browsing

Enables the customer to follow the service representative or take him/her to relevant areas of the site.

### Push and Pull Technology

During web collaboration sessions, the representative is able to push web pages to the customer or pull the customer's current page to understand the context of the customer's question or doubt.

## Escorted Form Filling

Often when completing information for an on-line order, a customer's desire to buy can falter when they encounter ambiguities or doubts regarding the order form. Here service representatives can play a powerful role in helping customers to fill in challenging portions of the form, which are immediately reflected in the customer's browser.

## Web Conferencing

At any time during a collaboration session a representative can transfer or conference the session to a supervisor or specialist representative to provide more expert assistance.

### Fits your Existing Environment

The installation of Altitude Collaborator has a minimal impact on an existing web site design, and only involves adding a link or button to the web site structure. When used in conjunction with the Altitude uCI 2000 suite, Altitude Collaborator provides out-of-the-box integration.

### Collaboration Support

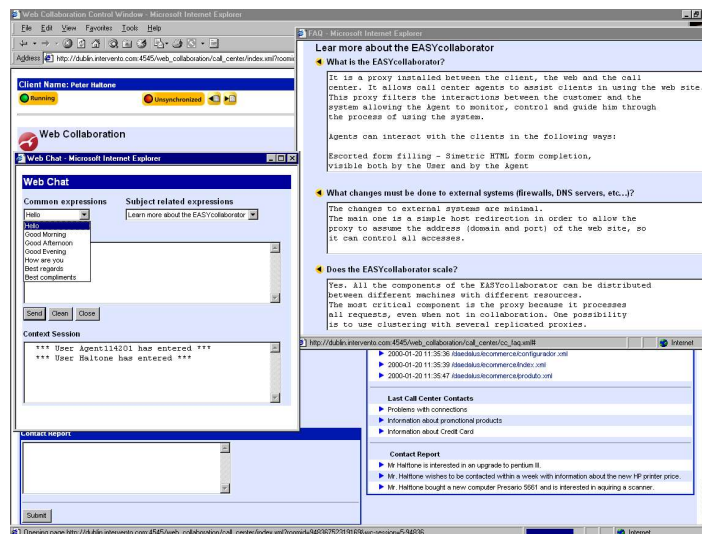
Altitude Collaborator has the flexibility to support collaborative sessions via web chat if the customer has only one phone line, or with voice, if they have a second line. This support ensures that customers are appropriately accompanied through this new form of interaction.

## Web Chat

When customers request collaboration with associated web chat, the request is routed to the most appropriate representative and an online chat begins. In responding to a customer's question, each representative can access a series of scripts or templates, such as FAQs, which are pushed to the client. This accelerates the response time and minimizes message content errors.

## Call Back

The customer can request that the collaboration session be accompanied by a telephone call from the representative, which is ideal for business to business service where customers often have separate lines for phone and Internet access. Alternatively the customer can simply schedule a call back at a convenient time.



## Altitude Assisted Touchpoint Managers benefit from optimization tools including:

**uAgent** – A unified browser-based agent interface for managing all interactions

**uRouter** – Consistent routing rules applied to all incoming interaction media

## Unified, Intelligent Routing

uRouter, Altitude Software's unified routing capability, enables intelligent and skills-based routing rules to be applied to incoming calls as well as other assisted interactions such as email, and web collaboration requests. This ensures that all inbound interactions receive the right level of service from the most appropriate agent in the optimum timeframe, and contact centers are able to offer consistent service levels for the different media their customers use to contact them.

## Optimizing the Customer Contact

Since Altitude Collaborator is fully integrated with the Altitude uCI 2000 suite, all customer actions and events that take place during a collaboration session are stored as part of the customer record. Altitude Software also tracks customer web activity on the site prior to the collaboration and the representative handling the contact has access to this data as historical background to the session.

On completion of a collaboration session, the representative can input a small report. This becomes part of the customer record, and can be leveraged later for cross- or up-selling opportunities when the customer next contacts the company.

## Satisfied and Loyal Customers

Altitude Collaborator can help you to close sales or service loops by offering a human interface to support your web-based customer interactions. With Altitude Collaborator your organization can leverage customer and business information across multiple applications and systems together with information from Altitude's centralized uCI repository. This provides a 360° view of your customer, enabling you to deliver the same level of service as other channels of interaction such as phone and email, and offering the customer increasing convenience and choice in the way they contact your enterprise.

**Altitude Collaborator is one of a range of Self-Service and Assisted Interaction Touchpoint Managers provided by the Altitude uCI 2000 software suite.**

**The Altitude Assisted Service Touchpoint Managers are:**

- **Altitude Voice** – CTI-based voice management application for blended contact centers
- **Altitude Collaborator** – Collaborative assistance on the web site, accompanied by telephone or web chat
- **Altitude Email** – Application for filtering, routing and managing email interactions

**The Altitude Self-service Touchpoint Managers are:**

- **Altitude Web** – Customer self-service web applications
- **Altitude IVR** – Integrated Interactive Voice Response
- **Altitude WAP** – Self-service for the Mobile Internet (Wireless Application Protocol)

Visit our website for more information

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